

## PRESIDENT'S MESSAGE

As 2017 draws to a close, I thank you for giving me the opportunity to serve as your Chapter President for the last two years. I have thoroughly enjoyed my term of service and have a great appreciation for the volunteers, Board members and committee chairpersons that carry out our year-long chapter activity. These colleagues are all busy people, thriving in their own fundraising careers, yet they help AFPGV to thrive as well. I have enjoyed working with them as they've made positive changes in our Regional Conference, National Philanthropy Day, membership activity and programs. Our Chapter doings are fluid; there is always room for growth and change. I know that I leave the Chapter in able hands, poised for continued growth, as Gretchen Wood and new committee chairs will lead us in 2018.



“As you look back on your life, you will find that the moments that stand out are the moments when you have done things for others.” This quote from Scottish writer and lecturer Henry Drummond is befitting of our work, and surely, befitting of the philanthropists and volunteers that we are privileged to know. On November 3, we will highlight and celebrate eleven of our community's most worthy philanthropists, at AFP's annual National Philanthropy Day luncheon. Their caring hearts, hands and monetary gifts clearly help our community to thrive. Please join us at the event to support these award winners and all those who boost charitable work in our community.

I enjoy my work as a fundraiser and hope that you do, too. I have had a rewarding career since entering the field in the late 1980s. On any given day, we connect good hearts and intentions with good causes. We help to bring about change that impacts the lives of children, the elderly, the differently-abled, the poor and so many more. My best wishes to each of you as you get ready to Roc-the-Day, collect year-end gifts and plan your holiday events. I hope to see you at NPD on November 3, and at the Chapter's annual meeting on December 6 at the George Eastman Museum. I look forward to continuing my service to AFPGV as Immediate Past-President in 2018.

Again, my thanks for a wonderful experience as Chapter President, and my best wishes to you all for continued success!

Sincerely,



Anne McKenna, CFRE  
Executive Director, St. John's Foundation

## Welcome New Members!

**Jillian Beaman**  
YMCA of Greater Rochester

**Hillary Bobys, MPA**  
Director of Foundation and Corporate Relations,  
The Strong National Museum of Play

**Alyssa Cannarozzo**  
Assistant Director,  
URMC Constituent Engagement,  
University of Rochester

**Melissa Joyce-Rosen, MBA**

**Cosetta Marie Medina**  
Program Coordinator,  
Borinquen Dance Theatre

**Heather Newton**  
Associate Director of Community Engagement,  
Foodlink

**Stephanie Rankin**  
Corporate Relations Officer,  
Rochester Institute of Technology

**Tricia Skwieralski, MA**  
Borinquen Dance Theatre

**Association of Fundraising Professionals  
— Genesee Valley Chapter**

PO Box 425, Spencerport, NY 14559  
tel: 585-586-7810 | fax: 888-366-9196  
info@afpgv.org | www.afpgv.org  
@afpgv | www.facebook.com/afpgv

*Chapter & Verse newsletter*  
Meghan Mueller, Editor  
Wayne Bulling, Graphic Design

## NPD HONOREE UPDATE:

*Youth continues her philanthropy and volunteer efforts in Nicaragua*

*by Kristin Eklin*

In 2016, Alice Yawman was honored with the Outstanding Young People in Philanthropy award at National Philanthropy Day. Since receiving her award, Alice has continued her philanthropic efforts while supporting the 4 Walls Project and numerous families in El Sauce, Nicaragua. As a 9th-grader, Alice recently returned from her fifth volunteer trip to Nicaragua.

As we approach this year's National Philanthropy Day, we wanted to take the opportunity to reconnect with this inspiring young philanthropist and learn about her current projects.

***Tell us what has been going on with your volunteer and fundraising efforts since last year.***

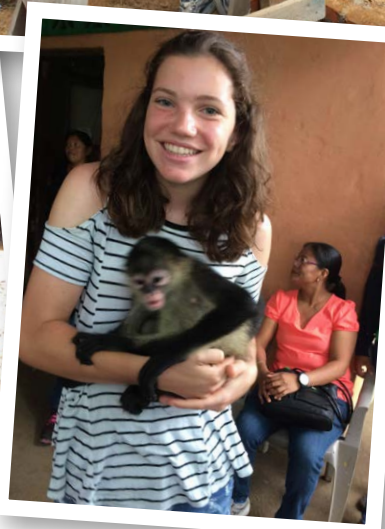
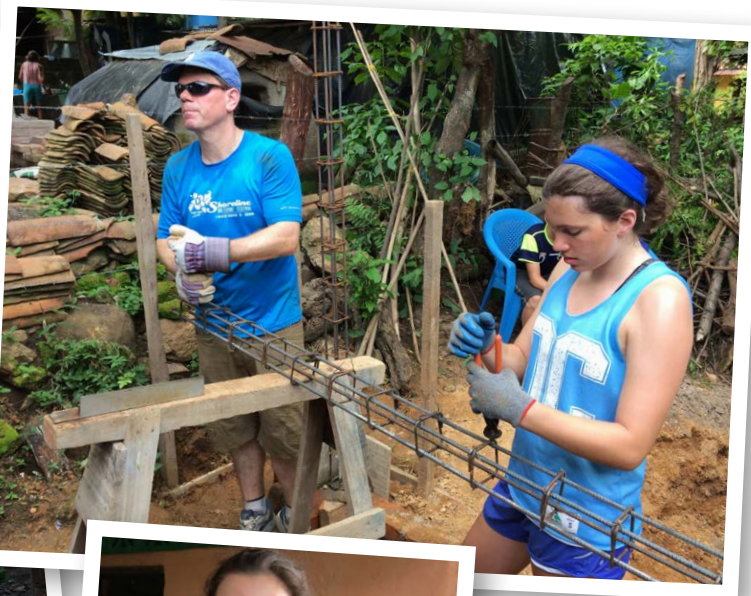
During the summer I traveled to Nicaragua to build another home with the 4 Walls Project and participated in a Spanish language school. Our recent travels were my younger brothers' (ages 9 and 12) first experience with building a home; it was

definitely an eye-opening experience and it was clear that they began to understand all that we have in our own home and community. Supporting the 4 Walls Project and the families is so rewarding. On the jobsite I am very hands-on and typically sift a mixture of dirt and pebbles to help make concrete, cut wires or assist wherever it is needed. It is so amazing to watch the home be built piece by piece with the support of locals and volunteers.

***What inspires you to give back as a fundraiser and volunteer?***

I am inspired anytime I make a connection with the local families and help them with the basic need of providing safe shelter. Since last year, I have raised \$4,000 which builds two homes for families seeking a sturdy and safe place to live.

*Continued next page*



*Images of Alice in Nicaragua. In addition to her hands-on work, she has raised more than \$14,000 to support the construction of seven homes there.*

## NPD HONOREE UPDATE (CONTINUED)

### *What is your favorite part about fundraising and building homes to support families?*

My favorite part about building the homes is meeting the people I am helping. Most families have children too and I really enjoy spending time with them and hearing their story. Whenever we travel to Nicaragua, I always try to visit the families we have previously helped. My time spent in Nicaragua has motivated me to learn Spanish. I am continuing my Spanish studies and someday hope to be fluent!

### *How do you encourage others to get involved?*

I have raised funds through a variety of ways, including hosting a bake sale at my Church, sending letters to all the friends and family in my parent's address book, and involving the Twelve Corners Middle School too. I feel so inspired by the generosity of donors.

If you would like to support Alice's cause, please visit [www.4wallsproject.org](http://www.4wallsproject.org) for additional information.

Feeling inspired? Join us for National Philanthropy Day on November 3, 2017. For additional information visit [www.afpgv.org](http://www.afpgv.org) @

NATIONAL PHILANTHROPY DAY™

celebrate philanthropy

Friday, November 3  
The Joseph A. Floreano  
Rochester Riverside Convention Center

Visit [afpgv.org](http://afpgv.org) for more information  
and to register

AFP  
Association of  
Fundraising Professionals  
NY, Genesee Valley Chapter

## RESOURCE REVIEW: Free PDFs of AFP's Popular Ready Reference Series

by Emily Marullo, CFRE

**Resource:** As a benefit and service to help fundraisers through the current challenging economic environment, AFP offers all of its Ready Reference volumes FREE to all members. Members may download any and all of the Ready Reference booklets in PDF format. If you're feeling old fashioned and want the hardcopy version, they are still quite affordable at only \$20 a book.

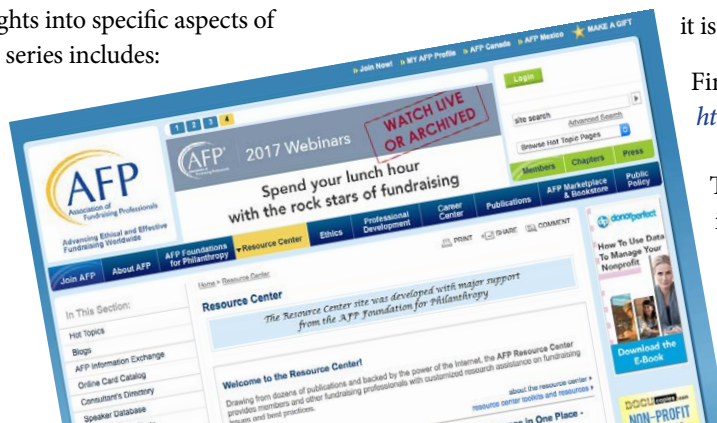
**The Specifics:** The booklets include many how-to tips, step-by-step instructions, and insights into specific aspects of fundraising and philanthropy. The series includes:

- Developing Fundraising Policies and Procedures
- Making the Most of Your Special Events
- So You Want to Be a Consultant!
- Establishing Your Development Office

- Getting Ready for a Capital Campaign
- Bringing a Development Director on Board
- Reviving Your Donor File
- Building an Effective Board of Directors
- Asking for Major Gifts

**Reader's Review:** The copy on this series is from 2003 and while the fundamentals of fundraising haven't changed much since then, you're not going to get cutting-edge ideas from this series. The series offers great reminders and refreshers in the basics of fundraising.

**Best Use:** This series is great for new hires who are just starting off in their career. If your organization doesn't have a large professional development budget and you're looking to provide a baseline education for a new employee, it is perfect! @



Find the Resource Center at  
<http://www.afpnet.org/ResourceCenter>

The AFP Ready Reference Series is accessible within the 'Resource Center Links' found on the page.



## MEMBER SPOTLIGHT

### Katherine Mannion, bCRE-PRO

Associate Director Database Services  
at Aquinas Institute, and  
Independent Database Consultant  
Specializing in The Raiser's Edge

#### *How did you find yourself working in fundraising?*

I was in the right place at the right time. I had been focused on raising my kids, but was at a point in my life where I was ready to re-enter the workforce when I got a call from a friend working in the Advancement Office at my alma mater, Aquinas Institute. It was the perfect fit for both of us. Fast forward eight years later, and I know I've found a career. I love my niche in the fundraising world. I'm currently working on expanding my consulting business because I know I have expertise that can help other organizations get the most out of their CRM investment.

#### *As a database consultant, what are your tips and tricks to keeping a clean database?*

Make everyone scared of you...they won't dare mess with your database! Seriously, a good set of policies and procedures set the standard for good data. If you can talk to co-workers about the "whys," they are more likely to be careful with their input. You want to review your policies and procedures at least every 18 months. This is a living set of instructions that can evolve and change as your work focus changes. Also, set up some auditing queries to periodically check the cleanliness of your database.

#### *What is your philosophy towards your work?*

When I meet people who ask what I do and I tell them that I work in Development, they immediately say, "Oh, you ask for money." I reply, "No way! I could never do that!" and then when I excitedly start talking about the database, their eyes glaze over. But I know my work, while not glamorous, is the building block for everything else that happens around me. I take pride in the importance of accurate, clean data.

#### *What is your best piece of advice to someone who currently works, or would like to work in fundraising?*

Be passionate. If you believe in the mission of your organization, your work will not feel like a job.

#### *What are your favorite non-fundraising things to do in Rochester?*

Honestly, I love sitting in my back yard. I know that's lame, but it's shaded and relaxing, and there are areas for fun and entertaining, and I've spent 20 years working to make it just perfect (although every year I add to it or change it a little). The only work now is to bring out the cushions!

#### *If you were stranded on an island and could only bring three things, what would they be?*

Tim, Clare and Sean. My husband and two college-aged children. They are my best friends; I wouldn't want to be anywhere without them. You didn't say it was a desert island...I'm hoping there's an all-inclusive buffet and a swim-up bar on this island!

Find Katherine on LinkedIn:

<https://www.linkedin.com/in/katherine-mannion-bcre-pro-4656bb19/>

## Upcoming Events

Wednesday, October 25, 2017

**AFPGV Member Meet & Greet and  
Young Professionals Networking Group  
Happy Hour at Roc Brewing**

Wednesday, November 1, 2017

**AFPGV Small Shops Networking Group  
Brown Bag Lunch at United Way**

Friday, November 3, 2017

**National Philanthropy Day Luncheon  
Rochester Riverside Convention Center**

Tuesday, November 14, 2017

**AFPGV Young Professional Networking  
Group Lunch  
Village Bakery**

Friday, November 17, 2017

**AFPGV Advancement Answers Networking  
Group Breakfast  
Panera Bread**

Monday, December 4, 2017

**AFP Webinar: Why Today's Tactics Won't  
Work with Tomorrow's Donors  
University of Rochester**

Wednesday, December 6, 2017

**AFPGV Annual Meeting and Holiday Party  
George Eastman Museum**

Wednesday, January 17, 2018

**Board Development Best Practices  
Locust Hill Country Club**

Friday, January 19, 2018

**AFPGV Advancement Answers Networking  
Group Meeting - Breakfast  
Panera Bread, Brighton 12 Corners**

Thursday, January 25, 2018

**AFPGV Young Professional Networking  
Group Happy Hour  
Radio Social**

Tuesday, February 6, 2018

**AFPGV Deep Dive: 3rd Party Events  
Happy Hour**

To see a full listing of AFPGV events, visit  
[www.afpgv.org/upcoming-events](http://www.afpgv.org/upcoming-events)



## Feasibility Studies: Are They Right For Your Project?

by Karen Higman




Feasibility studies are a foundational element of our work, but they have a reputation for being costly, timely, and shrouded in mystery. Should your organization undertake a study or are there valid alternatives available?

The traditional rationale for conducting a study is still valid; namely to gather in-depth information from donors and stakeholders about your organization, a proposed project, and the viability of raising money for that project. There is still no substitute for sitting down face-to-face with those people who influence your organization. Traditionally this is done by an external person because it is thought that interviewees will be more honest with a stranger than a staff member. While that may be the case for some, doesn't it stand to reason that staff members who have the best relationship with your donors and volunteers would be the most trusted partners in such a discussion? While some folks may be reluctant to share bad news or negative perceptions with staff, if you are close enough to them to ask for a major gift then your relationship should be strong enough for some honest feedback.

Considering the goals for most campaigns these days, it is well worth the investment of \$20-30,000 to get an accurate read on whether your donors are supportive of the project and their level of giving. However, a study is only useful if it targets the right people because

with a sampling of only 30-35 prospects, you have little margin for error. Make sure your top prospects are all interviewed and forget the politics of including Board members or volunteers who just want to be part of the process. If you don't test the validity of the gift levels of your best prospects, then it will be impossible for the study consultant to extrapolate whether or not the organization can meet its goal. This is about science; not art.

It is not advisable to enter into a campaign or a large project without doing your research, however you may not need to engage an outside consultant to obtain valid information and results. Do your due diligence and understand your particular organization and your audience. Consider these factors:

- Will your board accept the results of an internal survey or are they more likely to be comfortable with an outside expert who is trained in feasibility studies?
- Do you honestly have the staff time and expertise to go it alone? Pre-campaign is not the time to gamble and trust the task to someone unfamiliar with feasibility studies.
- If you don't already know how your largest donors and best prospects feel about the project and their giving ability, is your organization truly ready to take on a campaign right now? 

*Karen Higman is Vice President, Strategic Initiatives at The Martin Group and a veteran of numerous capital campaigns.*

**BE  CAUSE**  
Empower. Strengthen. Transform.

## Be the Cause in Full Swing

Our chapter can take pride in the fact that 100% of our Board Members have made a gift to the BE the CAUSE Campaign. Passion, purpose and pride not only drive what we do, but why we do it. My fellow Board Members and I invite you to join us by making a gift to the 2017 BE the CAUSE Campaign in support of our chapter and the AFP Foundation for Philanthropy.

We are 18% away from reaching our 2017 goal of \$6,318. This is outstanding progress and we encourage all of our members to participate this year by making a donation. When you give back to our annual fund you are part of something that really matters. You truly make a difference locally, nationally and globally and you build the capacity of philanthropy for the greater good.

We encourage our members to join the Alpha Society with a monthly, recurring donation of \$10 or more. It's easy to do – 58% of our current donors have joined the Alpha Society! Visit [www.afpfoundation.org/bethecause](http://www.afpfoundation.org/bethecause) for more information and to make your gift today!

As always, thank you for all that you do. Your gift is a strategic investment in the AFPGV chapter, supporting key initiatives such as diversity and inclusion, professional education and leadership development, research and scholarships.

*Karen Humbert, AFPGV BE the CAUSE Chair*



## Dear Ethical Ethel:

We recently held an event. A photographer took pictures of guests throughout the evening. I would like to submit photos to the Rochester Business Journal for their 'seen page.' Do we need to get permission from each guest to use their photo, or is it implied that we would be using the photos since they obviously knew their picture was being taken?

We would also like to post all the pictures to our social media accounts and on our website. Is this okay to do?

*Special Events Sally*

Dearest Sally,

In an era when many of us photograph and share everything from toothbrushing selfies to our incredibly photogenic avocado toast breakfasts, these images have become so commonplace that we rarely stop to think about the ethical issues involved.

It is worth noting that the ethical and legal standards for when the subject's consent is required for publishing a photo vary by country. In the United States, it is generally accepted that if the photo was taken in a public space or at a public function, there is no reasonable expectation of privacy. Therefore, you may share the photos from an event on social media or in a news publication without consent from the people in the picture. The exception to this rule is if you plan to use the photo for commercial purposes. Then you must obtain consent from the photo's subjects.

So snap freely and Instagram often knowing that you are on ethically solid ground!

Happy fundraising!

*Ethical Ethel*

P.S. Have a question for Ethical Ethel? Email it to [ethics@afpgv.org](mailto:ethics@afpgv.org) or submit online at [www.afpgv.org/chapter-a-verse-newsletter](http://www.afpgv.org/chapter-a-verse-newsletter). Your question may be used in the AFPGV newsletter or in social media. However, all identifying information will be removed. ☺

## CHAPTER LEADERSHIP

### OFFICERS

*President:* Anne McKenna, CFRE

*Immediate Past President:*  
Melanie Barnas-Simmons

*Treasurer and President-Elect:*  
Gretchen Wood, CFRE

*Secretary and Webinars Chair:* Jillian Carter

*VP of Marketing:* Jared Longmore

*VP of Membership:*  
Sarah Goldstein Post, CFRE

*VP of Professional Advancement:*  
Michael Crisona, MS

### BOARD OF DIRECTORS

*Past NPD Chair:* Whitney Brice

*2017 Regional Conference Chair:*  
Kristin Cook

*Senior Advancement Professionals Networking Group Facilitator:* Melinda Goldberg

*Education Committee Chair:* Becky Herman

*Be The Cause Campaign Chair:*  
Karen Humbert

*Past Conference Chair:* Tracy Kroft

*Communications Committee Chair:*  
Emily Marullo, CFRE

*Scholarship Chair:* Sami Sheehan

*Ethics Chair:* Marlisa Post

*Fundamentals of Fundraising Chair:*  
Gerianne Puskas, MBA, CNPM

*Membership Chair and Diversity Chair:*  
Christyn Sanagursky

*Young Professionals Networking Group Co-Facilitator:* Danielle Abramson Swartz

### OTHER POSITIONS (NON-BOARD)

*Social Media Chair:* Lauren Bevacqua

*2017 National Philanthropy Day Chair:*  
Kristin Eklin

*CFRE Chair:* Tammy Cohen, CFRE

*Advancement Answers Networking Group Facilitator:* Karen Higman

*Small Shops Networking Group Facilitator:*  
Krystyna Staub

*Awards Chair:* Tracy Schleyer, CFRE

*Young Professionals Networking Group Co-Facilitator and Chapter & Verse Newsletter Editor:* Meghan Mueller

*Chapter Administrator:*  
Brenda Thornton